SPRING

CHEF DANA'S INSIGHT

Plant-forward handhelds along with **pickled** and **fermented** items are common in the spring including **sauerkraut, banana peppers** and **pickle.**

SUMMER

CHEF DANA'S INSIGHT

Fried proteins index higher in the summer including **fried shrimp, fried chicken,** and **chicken patties. Bold flavours** balance the **rich proteins.**

WINTER

CHEF DANA'S INSIGHT

Winter handhelds tend to include a variety of **unique toppings** such as **corn chips** and **mac & cheese.**

FALL

CHEF DANA'S INSIGHT

Fall sauces lean **simplistic** with flavours of **butter, garlic** and **pepper** as well as **holiday flavour profiles.**

HANDHELDS BY THE SEASON

MORE SEASONAL TIPS

STANDOUT Signatures
BY UFS.COM

WIN ON THE ROAD

Here are 3 tips to help you become the MVP of delivery on game day.

NO.1
Introduce delivery specific deals
Limited edition offers will drive more orders.

NO.2
Build your own themed specials
Represent your team with handhelds inspired by them.

NO.3
Create a buzz on social media
Post score predictors and competitions before kick off.

MORE TIPS THIS WAY

Looking for more ideas?
Follow our UFS Culinary Team on social media:

TAKE ON TIKTOK

3 ways you can take on TikTok to become a handheld social sensation.

NO.1
Make it slick
Invest in good lighting and ensure your videos are well-edited, high-quality and visually appealing making them more likely to be shared and appreciated by TikTok users.

NO.2
Collaborate
Utilizing the creative prowess of influencers can help showcase unique flavour pairings and unexpected twists in your menu and offerings, getting more guests through the door.

NO.3
Handheld hashtags
Research trending food-related hashtags and incorporate them into your captions to reach a broader audience.

MORE TIPS THIS WAY

ZESTY CHICKEN TACOS WITH CILANTRO AND AVOCADO

INGREDIENTS

Knorr® Professional Chicken Liquid Concentrated Base
4 x 946mL

45 mL

Hellmann's®
Spicy Mayonnaise
2 x 3.78L

240 mL

Water	**120 mL**	Corn tortillas	**20 pieces**
Vegetable oil	**120 mL**	Diced tomatoes	**2 pieces**
Boneless skinless chicken breasts	**6 pieces**	Avocados, diced	**2 pieces**
Cilantro	**1 bunch**		

TIP: This recipe pairs well with lime wedges for an extra twist and eye-catching garnish.

PREPARATION

Preparing the chicken - 20 minutes, plus time to marinate

1. Combine vegetable oil, water, and Knorr Professional Chicken Liquid Concentrated Base in a small bowl. Transfer to a plastic bag or container with lid and evenly coat chicken breasts. Let marinate overnight or for at least 3 hours.
2. Remove chicken breasts and discard marinade. Cook chicken breasts over medium high heat on a grill or skillet until fully cooked, about 4-5 minutes on each side. Allow to rest for 5 minutes and cut into bite sized pieces.

Preparing the tacos - 10 minutes

1. Warm corn tortillas on a skillet for 10-15 seconds on each side. Alternatively, you can microwave all tortillas in a stack between a damp towel for 30 seconds.
2. Add chicken to each tortilla. Top with Spicy Hellmann's mayonnaise, cilantro, tomato, and avocado.